NPA Convention Preview

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Presstime

The Journal of the American Newspaper Publishers Association

Jeanne Long
Congressional Inform. Serv.
4520 East-West Hwy, Suite 800
Bethesda, MD
20014

STANDARDIZATION • POSITIONING • ZONING • COLOR
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ROP Signs of Blossoming

presstime

INDEX VOLUME 11, NUMBER 4 APRIL 1989

Special Report *The attention newspapers have showered on advertisers to increase run-of-paper linage may finally be paying off. ROP advertising is shooting up in some markets, and there are signs that the boom in preprints has slowed. Newspapers have wooed local advertisers back to ROP by standardization, expanding volume discount plans, improving color reproduction and offering better positioning of ads. National advertisers, however, still pose a challenge to newspapers as many of the ad buyers remain video-oriented.* 22

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CHAIRMAN'S CORNER

A salute to NAB's Leo Bogart and what he has done for the newspaper business

Generally speaking, testimonials are best left to occasions in hotel ballrooms following some indigestible dinner. But also, once in a while, it's good to break that cycle and recognize a job well done without the hoopla of a fancy dinner or a swarm of people in black tie.

In June, Leo Bogart, executive vice president of the Newspaper Advertising Bureau, will take down his shingle. A few words about this remarkable man and his contribution to our industry would seem, therefore, very much in order.

Leo, who holds his doctorate in sociology from the University of Chicago, came to the bureau in February 1960 as vice president for marketing, planning and research. His previous experience had been with Exxon, Revlon and McCann-Erickson. Rumors that he developed an advertising campaign for fine-smelling gasoline have yet to be fully documented.

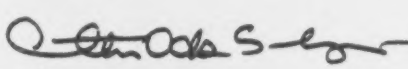
Arthur Ochs Sulzberger

Leo's impact on our industry was almost immediate. He launched the bureau—and newspapers—into audience research, and led the movement for common definitions and methods. He directed a program of consumer studies designed to show advertisers how newspaper advertising fit their marketing needs. And he pioneered in the newspaper reading process that laid out for advertisers how their ads were read and their impact on potential customers. His studies led to the publication of a book, *Strategy in Advertising*, that won wide critical acclaim.

I would doubt that there are many members of ANPA who haven't heard Leo make his pitch on the need to standardize industry procedures or valued his thoughtful guidance as he spearheaded the Newspaper Readership Project and later the Future of Advertising Project. Here, really, is one man who made a difference.

Of course, he wasn't perfect. There are 118 fewer daily newspapers in the United States since he joined the bureau, and even with his hard work we have lost some 8 share points in the market while our major competitor—TV—has gained some 9 share points during the same period. But who knows what the picture would have looked like if Leo had stayed in the oil business.

I believe that I speak for all members of ANPA when I say that we are grateful that Leo chose to dedicate his talents to the world of newspapering. A staunch defender of a free press and a firm believer in an educated public, he has made a major contribution to our industry, which we are pleased and proud to acknowledge.



Arthur Ochs Sulzberger
ANPA Chairman

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Publisher, Jerry W. Friedheim
Editor, James E. Donahue
Managing Editor, Maunce Fliess
Assistant Managing Editor, C. David Rambo
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Labor Writer, Gene Goltz
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Circulation Manager, Mary B. Nahan
Advertising Manager, Jonathan A. Reed
Advertising Assistant, Wendy Weiss

ANPA Executive Offices
The Newspaper Center, 11600 Sunrise Valley Drive, Reston, Va.
Mail address: Box 17407 Dulles Airport, Washington, D.C. 20041
(703) 648-1000
FAX: (703) 620-4557

Advertising Sales Representatives
East
Dave Bentley, Bob Gardner, Pete Uhry, John Adams, Bob Bruder, Marketing & Media Decisions, 1140 Avenue of the Americas, New York, N.Y. 10036, (212) 391-2155
Midwest/Southwest
Elaine Purnell, Arlene Sulkin, Marketing & Media Decisions, Suite 804, 203 N. Wabash Ave., Chicago, Ill. 60601, (312) 977-1933
Southeast
Ned Quenzer and Bob Stites, Quenzer/Stites Inc., 3552 Habersham at Northlake, Tucker, Ga. 30084, (404) 491-1419
West
Nelda Chambers, Marketing & Media Decisions, 1800 Century Park East, Suite 200, Los Angeles, Calif. 90067, (213) 556-0394

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A quarter will still buy any of 897 daily papers, but 825 others cost from 30 to 50 cents a copy

The predominant price of daily newspapers and Sunday editions remained 25 cents and 75 cents, respectively, in 1988, but there were clear movements toward higher prices.

ANPA's annual survey of single-copy, city-zone, street-sale prices showed that 897, or 50.9 percent, of weekday editions cost 25 cents, compared with 1,037, or 58.9 percent, a year earlier [presstime, April 1988, p. 54].

It marked the eighth straight year that more newspapers in the survey sold for a quarter than any other price.

The survey included 1,760 daily newspapers in the United States, Canada, the Bahamas, Bermuda, Guam, Puerto Rico and the Virgin Islands.

Increasing last year were the number of 35-cent newspapers (from 456 to 578), 40-cent papers (from 24 to 39) and 50-cent papers (from 35 to 69).

Newspapers selling for 15 cents decreased in number (from 16 to 12) as did those costing 20 cents (from 35 to 25) and 30 cents (from 156 to 136).

One newspaper, the Leesburg (Fla.) Daily Commercial, still sells for a dime.

Newspaper prices exceed CPI increase

Between January 1988 and January 1989, the average price of a newspaper rose 5 percent while the consumer price index increased 4.7 percent, according to the U.S. Department of Labor's Bureau of Labor Statistics.

The previous year, the average price of a newspaper increased 4.1 percent and the CPI 4 percent [presstime, April 1988, p. 54].

Three newspapers in Canada reported that they charge 45 cents for single weekday copies.

Of the 851 Sunday papers in the survey, 271, or 31.8 percent, cost 75 cents. In 1987, 263 Sunday newspapers, or 32 percent, were at that price.

The predominant price of 75 cents for a Sunday paper was first reached in 1987. Prior to that year, 50 cents had been the predominant Sunday price for the years 1981-86.

The number of 50-cent Sunday papers dropped last year from 235 to 213, or 25 percent of all Sunday editions.

The ranks of Sunday papers selling for less than 50 cents also declined, from 86 to 79, but those costing more than 75 cents increased in number—from 224 to 281. This includes 72 costing $1.25 a copy.

As recently as 1985 there was only one $1.25-a-copy Sunday edition—that of The New York Times. □

Retail price per single copy of daily newspapers—1988

	15 cents	20 cents	25 cents	30 cents	35 cents	40 cents	50 cents	Total[1]
Alabama	--	2	22	--	--	--	3	27
Alaska	--	--	3	--	2	--	3	8
Arizona	1	--	4	--	12	--	2	19
Arkansas	--	--	30	--	2	--	--	32
California	--	--	104	3	8	--	6	121
Colorado	--	2	21	--	2	--	--	25
Connecticut	--	--	2	7	14	--	--	23
Delaware	--	--	--	--	3	--	--	3
District of Columbia	--	--	2	--	--	--	1	3
Florida	--	--	40	--	6	--	--	47
Georgia	--	--	31	--	2	--	1	34
Hawaii	--	--	2	--	4	--	--	6
Idaho	--	--	8	1	3	--	--	12
Illinois	--	2	24	9	35	--	1	71
Indiana	--	1	33	7	31	--	1	73
Iowa	--	--	8	2	22	2	3	37
Kansas	2	3	35	1	5	--	--	46
Kentucky	--	--	8	--	14	--	2	24
Louisiana	--	--	16	1	10	--	1	28
Maine	--	--	--	--	9	--	--	9
Maryland	--	--	10	2	2	--	--	14
Massachusetts	--	1	9	12	22	--	1	45
Michigan	1	1	19	7	24	--	--	52
Minnesota	--	--	1	1	21	--	2	25
Mississippi	--	1	13	1	4	--	4	23
Missouri	--	1	29	2	14	--	--	46
Montana	--	--	--	--	10	--	1	11
Nebraska	--	--	13	--	6	--	--	19
Nevada	--	--	7	--	1	--	--	8
New Hampshire	--	--	--	6	3	--	--	9
New Jersey	1	--	19	1	2	--	--	23
New Mexico	--	1	12	--	6	--	--	19
New York	--	--	10	12	42	2	2	68
North Carolina	3	2	49	--	1	--	--	55
North Dakota	--	--	--	--	8	--	2	10
Ohio	--	1	33	13	38	--	2	87
Oklahoma	--	--	38	--	13	--	1	52
Oregon	--	--	7	--	12	--	--	19
Pennsylvania	2	--	25	31	36	--	--	94
Rhode Island	--	--	--	1	6	--	--	7
South Carolina	--	--	14	--	--	--	3	17
South Dakota	--	--	10	2	2	--	--	14
Tennessee	--	2	13	--	13	--	--	28
Texas	--	--	91	1	12	--	1	105
Utah	--	--	1	--	2	--	3	6
Vermont	--	--	2	3	3	--	--	8
Virginia	--	2	28	--	5	--	--	35
Washington	--	--	13	--	10	--	2	25
West Virginia	1	1	14	2	4	--	1	23
Wisconsin	--	--	3	2	27	--	4	36
Wyoming	--	1	9	--	--	--	--	10
Totals								
U.S.	11	24	885	130	533	4	53	1,641[1]
Canada	1	1	8	5	44	33	16	111[1]
Bahamas	--	--	--	1	--	--	--	1
Bermuda	--	--	--	--	1	--	--	1
Guam	--	--	--	--	--	1	--	1
Puerto Rico	--	--	4	--	--	--	--	4
Virgin Islands	--	--	--	--	--	1	--	1
Grand Totals	12	25	897	136	578	39	69	1,760[1]

[1]Includes newspapers selling for 10 cents (one in Florida) and 45 cents (three in Canada)

Price per single copy of Sunday newspapers—1988

	25 cents	35 cents	50 cents	60 cents	75 cents	$1.00	$1.25	Total[1]
Alabama	2	--	5	--	9	4	--	20
Alaska	--	--	2	--	--	2	--	4
Arizona	--	--	1	--	6	4	--	11
Arkansas	2	2	12	--	1	--	--	17
California	3	--	29	--	14	16	1	63
Colorado	--	--	3	--	6	1	--	10
Connecticut	--	--	--	--	5	2	3	11
Delaware	--	--	--	--	1	--	1	2
District of Columbia	--	--	--	--	--	--	1	1
Florida	3	1	16	--	9	5	1	35
Georgia	--	--	1	--	10	4	1	16
Hawaii	1	--	1	--	2	--	1	5
Idaho	2	--	2	--	4	1	1	10
Illinois	--	1	2	1	6	12	3	25
Indiana	--	--	--	--	6	9	5	20
Iowa	1	--	--	--	3	2	5	11
Kansas	1	--	12	--	2	3	--	18
Kentucky	1	--	3	--	2	4	2	13
Louisiana	3	--	8	1	8	--	1	21
Maine	--	--	--	--	--	--	2	2
Maryland	--	--	2	--	2	1	1	6
Massachusetts	--	--	--	--	2	5	4	11
Michigan	--	--	--	--	12	2	2	16
Minnesota	--	1	5	--	2	3	1	13
Mississippi	1*	--	1	--	6	3	2	13
Missouri	3	--	4	1	6	2	1	18
Montana	--	--	--	--	4	2	1	7
Nebraska	--	1	3	--	1	2	--	7
Nevada	--	--	--	--	1	2	1	4
New Hampshire	--	--	--	--	1	2	--	4
New Jersey	1	2	4	--	7	4	--	18
New Mexico	--	1	4	--	4	4	--	13
New York	--	--	1	--	9	17	8	35
North Carolina	--	--	6	--	15	8	--	29
North Dakota	--	--	2	--	1	2	2	7
Ohio	1	--	7	1	13	10	2	34
Oklahoma	13	--	17	--	10	1	--	42
Oregon	--	1	1	--	6	2	--	10
Pennsylvania	--	--	5	--	11	10	--	29
Rhode Island	--	1	--	--	1	--	1	3
South Carolina	--	--	4	--	5	4	--	13
South Dakota	--	--	1	--	1	--	2	4
Tennessee	1	--	3	--	3	5	4	16
Texas	20	3	29	--	30	12	1	95
Utah	--	--	--	--	2	3	--	5
Vermont	--	--	--	--	--	3	--	3
Virginia	--	--	5	--	4	7	--	16
Washington	--	--	2	--	5	6	2	15
West Virginia	--	--	1	--	5	2	1	10
Wisconsin	--	--	1	--	1	5	8	15
Wyoming	--	--	3	--	--	1	--	4
Totals								
U.S.	59	14	208	4	264	199	72	830[1]
Canada	--	1	4	2	4	2	--	17[1]
Bahamas	--	--	--	--	--	--	--	0
Bermuda	--	--	--	--	--	--	--	0
Guam	--	--	--	--	1	--	--	1
Puerto Rico	--	--	1	--	2	--	--	3
Virgin Islands	--	--	--	--	--	--	--	0
Grand Totals	59	15	213	6	271	201	72	851[1]

[1]Includes newspapers selling for 30 cents (one in Minnesota), 40 cents (one each in Kentucky and Missouri, and two in Canada), 55 cents (one in Canada), 65 cents (one in Oklahoma), 85 cents (one each in Connecticut and West Virginia, and two in Pennsylvania), and 90 cents (one each in New Hampshire, Pennsylvania and Canada)

Ten newspapers to test degradable plastic bags

Ten newspapers in the eastern United States are expected to begin trial use of degradable plastic delivery bags this month.

The bags were developed by Continental Products of Mexico, Mo., over the past two years in response to requests from newspapers looking for an environmentally safe delivery bag, said Frank Waltrip, Continental's marketing director.

Newspapers are pushing for degradable bags, Waltrip said, because of growing regulations controlling the disposal of plastic and because of their general concern about environmental matters.

The bag to be tested is photodegradable, he said, meaning the chemical products of the bag will decompose when exposed to the sun's ultraviolet rays.

Continental was displeased with a biodegradable bag it developed earlier, in part because it was not as strong as the photodegradable one turned out to be, Waltrip said. A biodegradable bag is one that decomposes when exposed to the elements.

Other companies are researching the development of degradable plastic bags for newspapers. One company, Campbell Films of Orilla, Ontario, a Union Carbide subsidiary, markets a biodegradable bag [presstime, Aug. 1988, p. 53]. □

ICMA program tracks subscribers who move

The International Circulation Managers Association will launch a program this month to track newspaper subscribers who relocate to another town.

The objective is to make it easier for the newspaper in the person's new community to make contact with the potential new subscriber.

The Subscriber Relocation Program was tested from July to October 1988 by 50 newspapers.

Essentially, the program requires participating newspapers to obtain forwarding addresses of subscribers who move and to provide the addresses to ICMA at The Newspaper Center in Reston, Va. ICMA then sends the new addresses to newspapers of the subscribers' new communities. Those newspapers then solicit the referrals for subscriptions.

ICMA wants at least 300 newspapers to participate, said Joseph B. Forsee, ICMA general manager.

The annual fee is $150 for ICMA members and $250 for non-members. □

Consumption rises; inventories climb

Newsprint consumption by all U.S. users totaled 966,439 metric tons in January, an increase of 0.9 percent from the same month a year earlier, according to preliminary figures compiled by the ANPA Newsprint Department.

U.S. daily newspapers in January consumed 717,885 tons of newsprint, 0.4-percent less than the amount they used in the comparable month of 1988.

Newsprint inventories for newspapers in ANPA's statistical sample averaged a 47-day supply, compared with a 44-day supply in January 1988.

Canadian newsprint mills in January operated at 98 percent of rated capacity. The operating rate for U.S. mills was 96.6 percent.

For 1988, the total estimated U.S. newsprint consumption by all users was revised to 12,337,611 metric tons, an increase of 0.1 percent from the 12,322,953 tons consumed in 1987.

Among U.S. dailies, consumption for the year rose 0.9 percent, the revised figures show. The total was 9,210,910 tons, compared with 9,124,666 metric tons in 1987.

Estimated consumption of all U.S. daily newspapers[1]

Region	December 1988(r)	December 1987	% Change
Northeast	184,773	190,053	-2.8
North Central	165,792	162,084	+ 2.3
South	246,315	245,947	+ 0.1
West	174,287	180,522	-3.5
Circulation Size			
up to 25,000	57,299	58,081	-1.3
25,001-100,000	174,860	163,490	+ 7.0
Over 100,000	539,008	557,035	-3.2
December totals	771,167	778,606	-1.0
Twelve-month totals	9,210,910	9,124,666	+ 0.9
Region	**January 1989(p)**	**January 1988**	**% Change**
Northeast	176,037	181,377	-2.9
North Central	147,905	149,848	-1.3
South	226,524	220,006	+ 3.0
West	167,419	169,823	-1.4
Circulation Size			
up to 25,000	52,653	52,676	-0.04
25,001-100,000	155,360	150,690	+ 3.1
Over 100,000	509,872	517,688	-1.5
January totals	717,885	721,054	-0.4

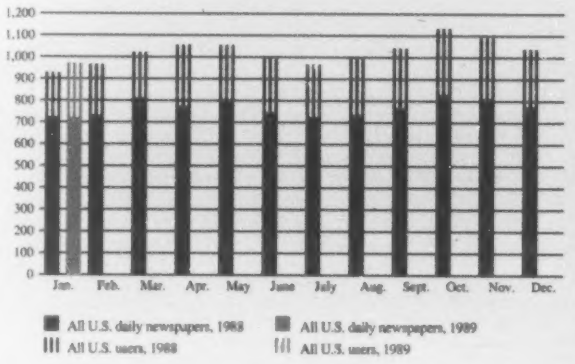
Estimated consumption of all U.S. users

	1988	1987	% Change
November totals	1,094,128(r)	1,134,375	-3.5(r)
December totals	1,038,162(r)	1,049,980	-1.1(r)
Twelve-month totals	12,337,611(r)	12,322,953(r)	+ 0.1(r)
	1989	**1988**	**% Change**
January totals	966,439(p)	957,597(p)	+ 0.9(p)

Production

	Canada	U.S.A.	North America
January 1989	850,345	460,240	1,310,585
January 1988	821,781	452,287	1,274,068
Increase	+ 28,564	+ 7,953	+ 36,517
	+ 3.5%	+ 1.8%	+ 2.9%

Estimated newsprint consumption, 1988-1989 (thousands of metric tons)



Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
January 1989	564,649	101,275	96,675	762,599
January 1988	548,355	92,149	75,005	715,509
Increase	+ 16,294	+ 9,126	+ 21,670	+ 47,090
	+ 3.0%	+ 9.9%	+ 28.9%	+ 6.6%
From U.S. mills				
January 1989	396,585		40,307	436,892
January 1988	412,743		24,452	437,195
Increase or decrease	-16,158		+ 15,855	-303
	-3.9%		+ 64.8%	-0.07%
From North American mills				
January 1989	961,234	101,275	136,982	1,199,491
January 1988	961,098	92,149	99,457	1,152,704
Increase	+ 136	+ 9,126	+ 37,525	+ 46,787
	+ 0.01%	+ 9.9%	+ 37.7%	+ 4.1%

Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
November 1988	898,252	38(r)	6
November 1987	866,190	35	7
December 1988	932,492(r)	42	7
December 1987	900,315	39	8
January 1989	934,192(p)	41(p)	6(p)
January 1988	905,230	37	7
Canadian mills			
January 1989	378,234	—	—
January 1988	295,367	—	—
U.S. mills			
January 1989	71,441	—	—
January 1988	51,223	—	—

[1]Based on stratified data from newspapers in ANPA statistical sample; figures in this and other tables are in metric tons.

[2]Represents stocks of newspapers in ANPA statistical sample.
(r) = revised (p) = preliminary

Newsprint

High inventories lead to temporary shutdowns at several Canadian mills

Donohue Inc. temporarily shut down a newsprint machine at its Clermont, Quebec, mill March 1 because of high newsprint inventories.

No date for resumption of operation had been announced as of late in the month.

Other recent, temporary mill closings announced by newsprint manufacturers include:

• Abitibi-Price Inc.—Thunder Bay, Ontario, one week in March; and Pine Falls, Manitoba, one week in April. Also, the mill in Iroquois Falls, Ontario, in March was converted to produce specialty newsprint.

• Canadian Forest Products Ltd.—Trois-Rivieres, Quebec, eight days during the period of late January-early February. In addition, its Gatineau, Quebec, mill operated on a four-day week instead of seven days for a one-month period ending March 12.

• Consolidated-Bathurst Inc.—Grand Mere, Shawinigan, and Trois-Rivieres, Quebec, March 25-April 2; and La Baie, Quebec, April 1-8. □

NEWSPRINT NOTES

• Finlay Forest Industries Ltd. has **started up a new 210,000-metric-tons-a-year newsprint machine** costing $165 million at its Mackenzie, British Columbia, mill [presstime, Aug. 1987, p. 54].

• Daishowa Forest Products Ltd. is reviewing a **study to increase newsprint capacity** at its Quebec city mill by 220,000 to 240,000 metric tons a year, at an estimated cost of $350 million to $400 million.

• Domtar Inc. will spend about $30 million this year to **modernize and expand production** at its Red Rock, Ontario, newsprint mill. Newsprint capacity is expected to increase by 24,000 metric tons a year, with the project's completion expected next year.

• Champion International Corp. will spend $47 million to **refurbish two newsprint machines** at its Sheldon, Texas, mill. The project, scheduled for completion in 1990, is geared toward improving paper quality. Capacity is expected to increase by 6,350 metric tons a year.

• James River Corp. spent $31.8 million to **rebuild a newsprint machine** at its Wauna, Ore., mill. The project, completed in February, will improve quality and increase capacity incrementally, according to the company.

• FSC Paper Co. has postponed making a decision until later this year on whether to proceed with a proposed $20-million project to **improve the quality of recycled newsprint** at its Alsip, Ill., mill.

• West Fraser Timber Ltd. has agreed to **buy a 50-percent stake** in Alberta Newsprint Co. Ltd., which is building a $360-million, 220,000-metric-tons-a-year mill in Whitecourt, Alberta [presstime, May 1988, p. 106].

Financial report of paper companies, 1988 vs. 1987

Net income (in thousands of dollars)

	1988	1987	% Change
Abitibi-Price Inc.	$191,100(a)	$125,700	+52
Bowater Inc.	164,317	81,140	+102.5
Canadian Pacific Forest Products Ltd.	323,400	214,000	+51.1
Consolidated-Bathurst Inc.	239,600	214,400(a)	+11.8
Domtar Inc.	111,000	161,000	-31.5
Donohue Inc.	68,700	44,200	+55.4
Fletcher Challenge Canada Ltd.	182,200(a)	140,200	+30
Great Northern Nekoosa Corp.	341,700	200,600	+70.3
Jefferson Smurfit Corp.	144,495	91,996	+57.1
Kimberly-Clark Corp.	378,600	325,200	+16.4
MacMillan Bloedel Ltd.	329,800	280,600	+17.5
Stone Container Corp.	341,800	161,300	+111.9

(a) including extraordinary gain

World Press

Glasnost editor-publisher jailed for 10 days

Sergei Grigoryants, editor and publisher of the independent Soviet magazine Glasnost, was arrested and jailed again in March.

According to reports received by the Paris-based International Federation of Newspaper Publishers, or FIEJ, Grigoryants was sentenced to 10 days in prison for taking pictures of an unauthorized demonstration in Moscow March 12.

Since founding Glasnost in 1987, Grigoryants has been repeatedly arrested. Earlier, he spent nine years in prison and labor camps because of his journalistic activities.

Grigoryants has been named recipient of FIEJ's 1989 Golden Pen of Freedom [presstime, March 1989, p. 53]. □

Three journalists killed in El Salvador

The Committee to Protect Journalists has called for a prompt government investigation into the killings of three journalists during the recent Salvadoran elections.

The deaths of Salvadoran photographer Roberto Navas, Salvadoran soundman Mauricio Pineda and Dutch cameraman Cornel Lagrouw bring the total number of journalists killed in El Salvador since 1980 to 28.

"These killings are painfully reminiscent of the early 1980s, when there was an open season on journalists in El Salvador," CPJ Executive Director Anne Nelson said. "It is particularly ironic for such a serious assault on the press to take place at the same time that the elections are being publicized as an exercise in democracy." □

With Stroessner gone, ABC Color reappears

ABC Color, the award-winning Paraguayan newspaper, published its first issue following five years of government-enforced closure.

Aldo Zuccolillo, owner and editor of the paper, began planning the comeback issue almost immediately after the coup that led to the ouster of Paraguayan President Alfredo Stroessner.

Zuccolillo, given permission to resume publishing by Provisional President Andres Rodrigues, pledged to provide the same investigative reporting for which the paper was known prior to its closure in March 1984 [presstime, June 1985, p. 40]. □